



*Elena Hercule, CEO of HJ Construction Group, Inc.*

### **Situation**

Ms. Elena Hercule, a Haitian-born and raised immigrant, has 26 years of Construction Management experience with general contractor experience in Florida and Massachusetts. Ms. Elena Hercule worked as a VP for a medium size commercial contractor. However, she left her corporate job in March 2022 to start her own consulting and construction management business. Ms. Hercule came to Miami-Dade Chamber of Commerce seeking business startup assistance, assistance with business certification, access to capital, and marketing.

### **Solution**

Miami-Dade Chamber of Commerce Consultant Matthew Pigatt, under the Miami-Dade Business Navigator Program, met with Ms. Hercule. They began to detail her services and discussed her monthly financial goals. In their second session, they focused on which services she needed to concentrate on to bring in the revenue she needed to achieve her financial objectives as a new business. They discussed prioritizing the consulting service. Furthermore, they narrowed down what specific consulting services she could offer, profiled her ideal client for consulting services, and brainstormed where to find them. They developed a calendar of events to attend and discussed updating marketing materials to reflect consulting offerings.

### **Impact**

Ms. Hercule shared that once she prioritized her services, her company secured a significant client utilizing the methods discussed. Ms. Hercule continued onboarding new clients and secured a new construction management contract.

### **From the Business Owner**

“As a new business owner, I wanted to do so much simultaneously. Meeting with Matthew helped me streamline the business goals and prioritize the strategy to achieve these goals. The breakdown allows me to separate the business into different services to serve my clients better. I put some items on the back burner to focus on step one. Furthermore, the resources and the network provided through the Miami-Dade Chamber were instrumental in helping me achieve my first-year goal as a business owner.”

**Business Owner Name:** Elena Hercule

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